



Meeting Notes

Economic Development Focus Group Meeting

11:30 a.m. – Tuesday, May 26, 2009

APS Conference Room, 101 West Cherry Ave, Flagstaff, AZ

1. Welcome and Introductions

In attendance:

Celia Barotz, Citizen
Becky Daggett, City of Flagstaff
Roger Eastman, City of Flagstaff
Alex Frawley, Citizen
Brian Furuya, Aspey Watkins & Diesel
Joe Galli, Chamber of Commerce
Ed Larsen, City of Flagstaff
Monika Leuenberger, Avenues of the World Travel
Pat Loven, Citizen
Jenny Mead, Citizen
Eva Putzova, Friends of Flagstaff's Future
Bill Ring, Land Use Attorney
Eric Souders, Ascendant Financial Solutions
Mary Jo Tsitouris, City of Flagstaff

2. Focus Group Overview

Roger Eastman explained that 11 focus groups have been formed as a part of the Land Development Code re-write process. These groups are not a "formal body" and do not fall under the open meeting laws. Agendas will be distributed via e-mail in an effort to save resources. Meeting notes and agendas will also be available on the City's webpage.

3. Roles/expectations of the Focus Groups

The purpose of the focus group is to "frame the main issues" and try not to get into the "weeds" of each issue. The focus group members will focus on the main issues and determine whether or not the current code supports the issue, or if not, how to get there.

4. Roles/expectations of staff

City staff will provide technical support & expertise.

5. Issue review

Roger explained that, currently, there is no specific section within the code dedicated to economic development. Becky expressed the importance of the new code being consistent with the Regional Plan. This is an opportunity to create a code that meets aesthetic needs while at the same time addresses economic development in Flagstaff and allow for developers to view Flagstaff as a “fair” place to do business.

Key issues identified:

- Consistency with the Regional Plan
- Flagstaff a “fair” place to do business
- Community supported code
- Architecture of code
- Complexity – simple to understand
- Foster economic development in Flagstaff
- Create a model for economic development success
- Investment backed expectations in a reasonable time period
- Speedier review process
- Other models we can follow:
 - Peoria, AZ
- Connect economic development to Smart Growth
- Characteristics of Flagstaff
 - University town
 - Intern research
 - Similar size
 - Demographically similar
- Review Flagstaff case studies:
 - Purina
 - Airport
 - Butler Avenue Corridor
 - Flagstaff Mall Expansion
 - Sawmill
- Policy review by Planners – muddled by Smart Growth
- Conditional zoning – too many hurdles.
- Zoning conditioned upon site plan approval – detours developers
- Mapping economic development in Flagstaff
- GIS and code coordination
- Transects
- Sustainability theme
- Erosion of Industrial land use
- Focus more than on just retail (rural health – expand/promote)
- CCC/NAU
 - Generate jobs
 - Promote research - keep students & staff here

6. Future meetings:
Second and fourth Tuesday of the month from 11:30 am – 1:00 pm
7. Election of a chair person and vice-chair person
Chair person: Brian Furuya
Vice Chair: Erick Sounders
8. Dot mapping exercise for Flagstaff

Green: Preserve
Blue: Needs to evolve
Red: Must transform
9. Adjournment
12:48 pm